



PATENT

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2-5-03

**IN THE UNITED STATES**  
**PATENT AND TRADEMARK OFFICE**

**Title:** "System and Method for Integrating Off-Line User Ratings of  
Businesses with Search Engines"

**Applicant(s):** SUNDARESAN, Neelakantan

**Attorney Docket No.:** AM9-99-0201

**Serial No.:** 09/488,471

**Examiner:** Tam V. Nguyen

**Filed:** 01/20/2000

**Art Unit:** 2172

Box: Amendment  
Assistant Commissioner  
for Patents  
Washington, D.C. 20231

**RECEIVED**  
**JAN 31 2003**  
Technology Center 2100

**AMENDMENT**

Sir:

Applicant submits this Amendment in response to the Office Action of November 20, 2002, and respectfully requests that it be entered.

**IN THE CLAIMS**

All the claims on file remain unchanged, and are reproduced below:

1. (Unchanged) A system for use with a search engine to rank search results,  
comprising:

an off-line ranking system for receiving any of users' off-line surveys or feedback  
about businesses;

the off-line ranking system generating rating data from the any of the users' off-line  
surveys or feedback;

wherein the rating data correlates higher quality search matches to higher business  
satisfaction ratings; and

wherein the off-line ranking system indexes the rating data;